METRO

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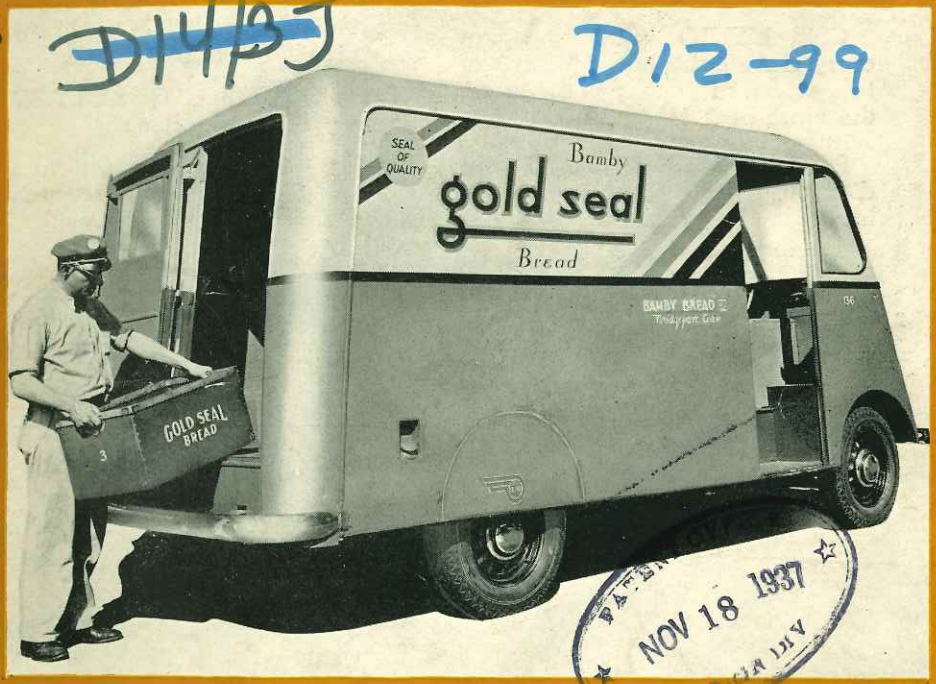


RETURN TO DESIGN DIV.

XD66 1

DOUBLES LOAD SPACE

METRO ADVANTAGES

METRO DOUBLES LOADSPACE to 250 cubic feet in place of the 120 cubic feet of a standard ½-ton panel body.

METRO'S LOADSPACE behind driver's seat is 9 feet long, 68 inches wide and 62 inches high on a ½-ton chassis.

ONE METRO ½-ton unit can carry more light, bulky load than two standard ½-ton trucks or do the work of a 1½-ton truck.

STREAMLINED METROS are distinctive—100% extra advertising value helps sales.

ONLY ONE STEP UP to driver's seat from curb-level — less driver fatigue — more deliveries in less time and at lower cost.

STEERING WHEEL IS UP FRONT —as in the latest Metropolitan buses—better vision and control.

METRO CONVERSION makes possible better load distribution and longer chassis life.

OVERALL LENGTH ONLY 15½ FEET—takes less space in garaging, parking and turning than any other truck of similar capacity.

FIRST UNIT of its kind to carry its rated capacity of light, bulky deliveries on a light chassis.

PAYS FOR ITSELF QUICKLY BY slashing operating costs.

METRO is the only unit built with PLY-ALUMINUM TOP which is heat-reflecting and durable.

METRO INVENTIONS and 28 years of quality body manufacturing made possible this revolutionary delivery unit without any change in chassis length, wheelbase, engine, driveshaft or rear axle.

Metros are used in 12 cities by Majestic Laundry and Central Coat & Apron Supply Co.

DOUBLES LOADSPACE ON SHORT WHEELBASE

p1

THE METRO Double Capacity Body on a standard make ½-ton chassis has more loadspace than two conventional ½-ton panel trucks and more than a 1½-ton standard panel truck. Think of the economy, efficiency and convenience of twice as much payload space in a ½-ton truck.

INVEST IN METROS FOR DAILY DIVIDENDS

p2

METRO solves light bulky load problem by providing 250 cubic feet of loadspace compared with the 120 cubic feet of a conventional ½-ton panel body and the 220 feet of a standard 1½-ton panel truck. Patents are pending on this ingenious Metro conversion.

Department Stores report lower delivery costs with Metros.

METRO'S SMART APPEARANCE HELPS SALES

INSIDE LOADSPACE DIMENSIONS

Length (Behind Driver's Seat) . . .	9 Feet
Width	68 Inches
Height	62 "
Outside Length (Bumper to Bumper)	15½ Feet
Outside Height	8 "

ON A ½-TON CHASSIS

(NO CHANGE IN CHASSIS LENGTH OR WHEELBASE)

FROM Canada to the Gulf of Mexico and the Atlantic to the Pacific Coast, Metro users are reporting lower operating costs and greater delivery efficiency, and backing up their reports with fleet orders for these amazing new Metro double capacity money savers.

Metro user in Mobile, Ala.

ASK YOUR CHASSIS DEALER ABOUT METRO

"THE COMPLETE SOLUTION"

METRO'S bumper-to-bumper length of only 15½ feet takes less space in garaging, parks in short curb openings, turns "on a dime", and handles easily in traffic. Elite Laundry of Baltimore and Washington says: "Metros are the complete solution of our delivery problem. We started with 2 and now have 22."

"MORE TIME TO SOLICIT"

Salesmen using Metros can make more deliveries with less fatigue —only one step up to driver's seat from the curb level; a spacious driving compartment, a comfortable seat, and ample room in the body to work the load easily and quickly. Metro drivers have more time to solicit new customers.

"TWO TRUCKS IN ONE"

It would take twelve conventional ½-ton trucks to accommodate as much bakery payload as Harrison Brothers, Ltd., of Montreal, Canada, can carry in their six ½-ton Metros. Think of what such economy can mean in the five-year life of well-cared-for delivery trucks. Metro's distinctive appearance is good advertising.

G. FOX & CO. DEPARTMENT STORE of Hartford, Conn., is delivering an average of 375 parcels daily with each Metro—more than they delivered with their former 1½-ton trucks—a substantial reduction in cost per parcel. After testing 2 Metros for six months, they bought 8 more.

ROOM SIZE RUGS CAN BE CARRIED IN METROS

SMART, STREAMLINED METROS on the streets of Providence attracted so many new customers for Victor Cleaners, that they used Metros to illustrate their Sunday rotogravure advertising and secured more Victor customers. You, too, can have distinctive trucks—use Metros.

LONG GARMENTS FIT IN WITHOUT FOLDING

FIGURE IT OUT--

Operating costs of a conventional ½-ton truck with its 120 cubic feet of loadspace are usually more than $2,500 a year, counting driver's pay, running expenses and fixed charges, or a total of more than $12,500 during its five years of life —that's $104 per cubic foot of loadspace.

With Metro's double capacity of 250 cubic feet of loadspace, the operating cost per cubic foot of loadroom is so low that users tell us that Metros are saving them 25% to 40%.

Apply this cubic foot idea to your delivery costs and estimate your possible savings.

USERS TELL US--

"Our Metro Double Capacity Unit has proved to be of great advertising value, more economical than the 1½-ton truck it replaced and our salesmen have been able to do more work with less fatigue."—MODEL DRY CLEANING & LAUNDRY CO., Jeannette, Pa.

"The Metro Body is well made and is doing a splendid job for us."—SMITH'S BAKERY, Mobile, Ala.

"Metro's ply-aluminum top reflects heat instead of absorbing it as steel and fabric tops do. This point is important with a load of baked goods."—HARRISON BROTHERS, LTD., Montreal, Canada.

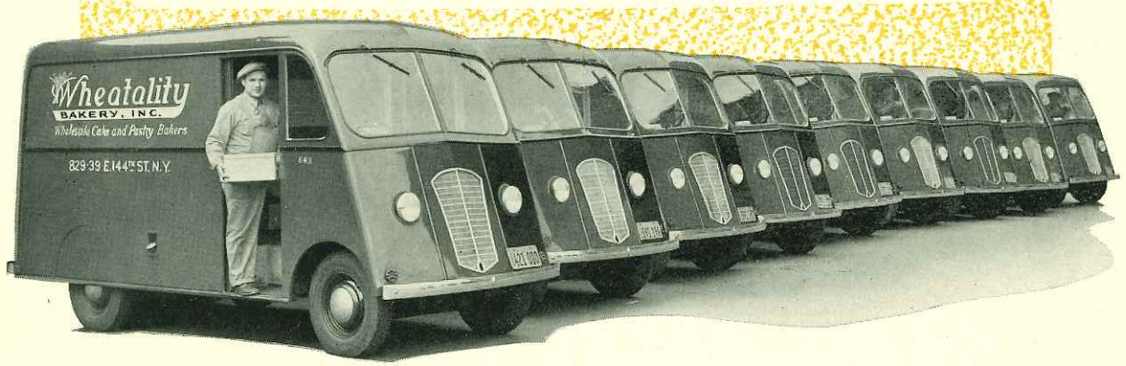
"Our Metro drivers get through in a third less time. We now operate Metros in 12 cities."—MAJESTIC LAUNDRY and CENTRAL COAT & APRON SUPPLY CO., Main Office, New Haven, Conn.

Fleet of Remar Oakland

Metros of Bakery California

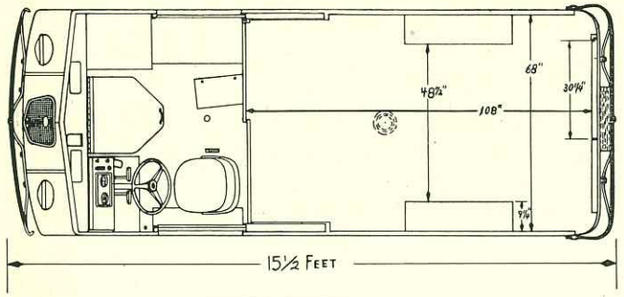
WHEATALITY BAKERY, NEW YORK, SAYS:

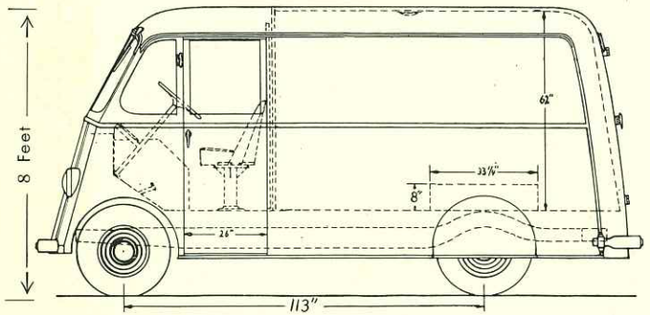
"We box all of our cakes and pastries for delivery. A conventional type of ½-ton panel truck restricts our payload to a maximum of 550 lbs.—$80 worth wholesale per day—and this in turn seriously restricts the driver's earnings on a salary and commission basis. With our Metro Double Capacity Units, we can carry a maximum load of 1,100 lbs.—$160 worth daily—and drivers can average better than $45 a week. They are better satisfied and we have lower operating and driver costs per dollar of payload than we had with either conventional ½-ton or 1½-ton trucks. We now have 10 Metros and receive many favorable comments on their distinctive appearance."

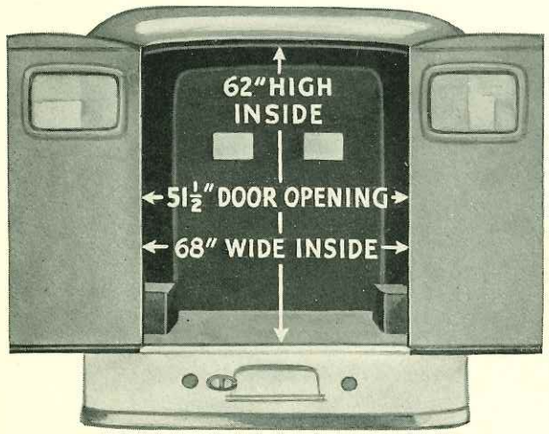


IT'S EASY TO WORK THE LOAD WITH METRO

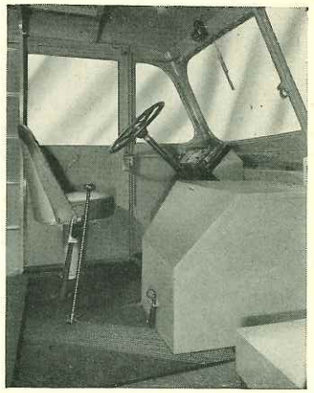
STUDY THESE INGENIOUS METRO DETAILS



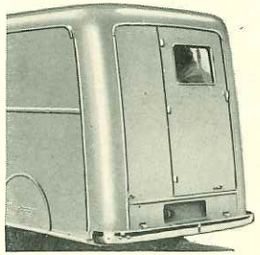




Bumper step at rear for easy access.

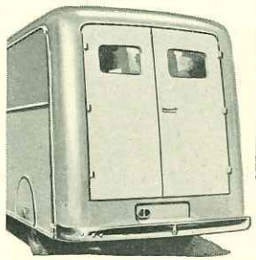


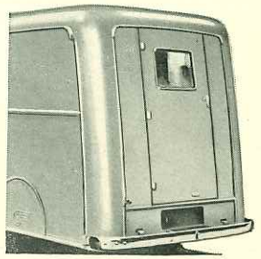
Plenty of vision; ample legroom; removable insulated engine housing.



Curbside Rear Door (standard) 30 x 56 inch opening.

Double Rear Doors (extra) opening 51½ x 56 inches.





Center Rear Door (optional) 30 x 56 inch opening.

½-TON ECONOMY WITH 1½-TON LOADSPACE

METROIZE TO ECONOMIZE

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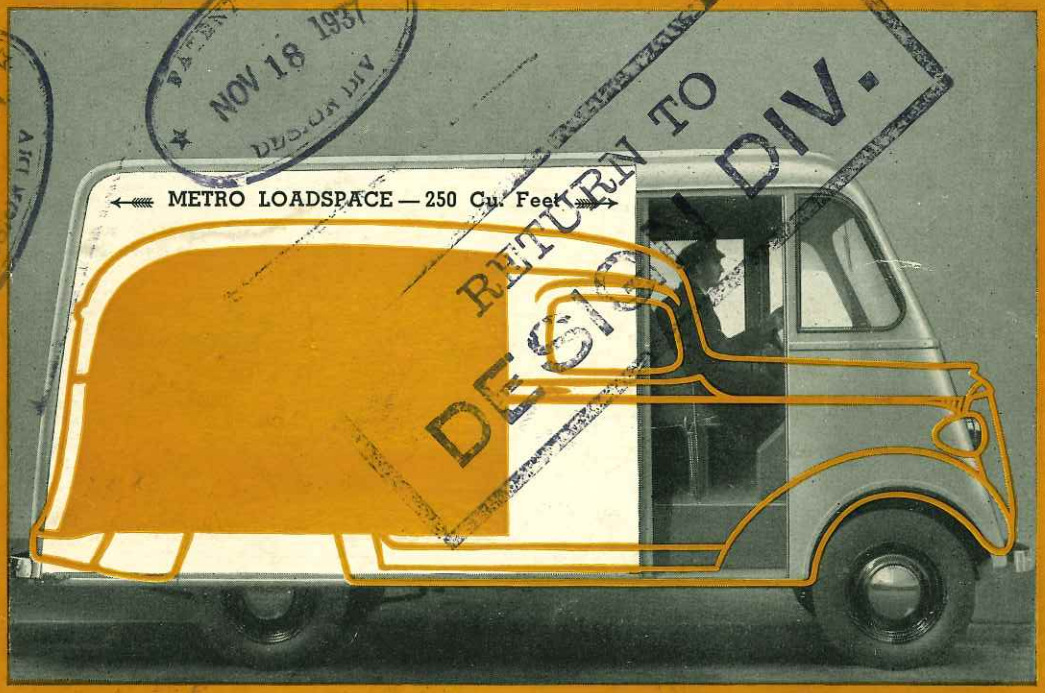

This illustration of a conventional ½-ton panel truck superimposed on a Metro Double Capacity Unit on a ½-ton chassis—both on the same wheelbase—shows how Metro doubles the loadspace and slashes delivery costs for light, bulky payloads. Ask your local chassis dealer today for prices of Metro Double Capacity Units or write us direct.

THE METROPOLITAN BODY CO., BRIDGEPORT, CONNECTICUT